GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:5902
ANSWERED ON:03.05.2002
MARKET ACCESS FUND
UMMAREDDY VENKATESWARLU

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether an Expert Committee has suggested the establishment of a Corpus Fund of Rs.100 crore to fund efforts to gain market access for exports;

(b) if so, the details of the recommendations of the Expert Committee in this regard;

(c) whether the Government have identified any products which would get the benefit of this market access fund; and

(d) if so, the details thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE & INDUSTRY (SHRI RAJIV PRATAP RUDY)

(a) to (d) High Level Committee set up under the chairmanship of Shri P.P. Prabhu, ex.Commerce Secretary in its report has recommended enhancing annual allocation for Market Access Initiative scheme to Rs.400 to Rs.500 Crore during the 10th Plan period with a view to providing a research based market information to the exporters and enabling them to introduce new products in existing markets as well as exploring new markets for the existing products through market research, warehouses and showrooms abroad, product development and publicity abroad through mass media, fairs and exhibitions. The Committee also recommended the involvement of sector specific industry associations in addition to the Export Promotion Councils for carrying out these tasks.

Market Access Initiative Scheme was launched during 2001-02 with annual allocation of Rs.14.50 Crore with a view to giving greater thrust to our efforts in marketing our products in the global markets on country-product focus approach. The scheme, inter alia, provides for display of selected products in identified centres in focus countries by setting up of showrooms, warehousing facility and display counters in international departmental stores, intensive publicity campaigns in focus markets, promotion of branded products, quality upgradation and product development etc. Export Promotion Councils and Trade Promotion Organizations could be assisted in undertaking identified export promotion activities for their focus products in identified target countries. An allocation of Rs. 452 Crore has been proposed in the budget proposals for the 10th Plan period (April`2002 - March`2007) and Rs. 42 Crore in year 2002-03.